

LETTER TO DISTRIBUTORS:

Tape Duplicator: Bo Kratt  
WE STAPE #379-  
CAMPBELL 0870

D1

As a distributor of ASTROCADE products, you are obviously interested in schemes to increase sales.

The ALCADIAN Newsletter has been disseminating information and data about the ARCADE unit since 1978, and has built up a mailing list of owners and subscribers exceeding 8000.

~~One of the~~ We have developed a group of advertisers who sell products that would be of whose collecting product line - available at retailers - would enhance the sell-ability of the Arcade unit. so it can get the foot in the door

You have either been seeing the ALCADIAN or your current subscription package is enclosed. ~~Please~~ the

We have developed a demonstration tape, used via a regular cassette recorder, which illustrates some of the features of the ARCADE - as created by a user, at home - and which ends with a home-made game that the prospective purchaser can play (Getting the Frog across the road).

D2

We are providing lists / steps with a few and to  
the ARe because we want them to be aware of the  
third-party world that exists in support of the Accordo.

~~Various~~ Programs and enhancements are available to fit  
use in making the Accordo a more useful unit. Most of  
the programs have been written by non-professionals - persons  
available for sale, or wished : the ACCORDA  
who list no more buyers of the Accordo know to a great  
extent.

# ROUGH

## MR. RETAILER:-

While the ARCADE has a great set of games, etc., provided by the VIDEOCADE series, it also has tremendous potential as a computer where the USER CAN MAKE HIS OWN GAMES. DISPLAYS, etc.

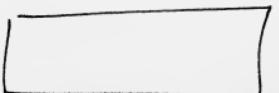
The area of greatest visual impact is the world of game-making and -playing.

### MAKE SALES BY SHOWING THE POTENTIAL

We can provide you with a ~~Tape Sampler~~ Tape Sampler which has a number of programs developed by users of the machine. As a demonstration device, this tape uses the ARCADE itself, every time you show it. It is not a canned videotape or demonstration cartridge. You can change any of the programs using the Instruction Manual - modifying it on the spot to show the prospective customer. And the last program is an interactive game the customer can play against the machine - developed by a USER.

Our package consists of the Tape Sampler; Advertising material from third-party vendors who want to sell their products to ARCADE owners, primarily programs supplied on cassette. The existence of this material is another selling point for the ARCADE; and a sample issue of the ARCADIAN, published monthly for the ARCADE owner. Our subscribers have been playing games such as Checkers, BOTS, NIM, etc. for over four years using programs printed in the ARCADIAN. We provide the subscriber with Tutorials, Reviews, Contests, Technical Data - and Programs. We exist to enable the ARCADE owner to learn and expand his capabilities.

The Package is \$15. Postpaid.



A Subscription to the ARCADIAN is \$15. Back issues always available.